

Which CRM is Best ?

...This may initially appear as a wise-crack answer, but the answer is, "It depends". For example, we created a chart of differences between Act! and [WiredContact](#) and came up with **40 different nuances** among the features for one client.

Here are some important questions to answer when considering any CRM....

- Do you want the software On Premise (One Time Fee) or On Demand (Monthly Fee) ?
 - Typically: On Premise requires an heavier upfront investment but lower operating costs in 3 years
 - Does Your Hardware Meet Their Requirements for Optimal Performance ?
 - Do You Budget Replacing Hardware And Operating Systems Every Three Years ?
 - Have You Budgeted Phone Support ?
 - Have You Priced Out Software Upgrades ?
 - The CRM industry does **not** provide software for a one time license fee and deliver unlimited phone support and free upgrades for life!
 - Typically: On Demand requires a low upfront investment while operating costs will be higher in 3 years
 - Do They Want You to Sign a Long Term Deal such as one year ?
 - Can You Change Licensing Month-to-Month ?
 - What Are Cancellation Fees ?
 - How Do You Get Your Data Back ?
 - How Much Does It Cost to Get It Back ?
 - How Much Do They Charge to Store Attachments ?
 - Cases can usually be made for either model for the same company I consult; however I believe it's ultimately a management decision on how to manage cash flow
- What are the results you want out of the database ?
 - Call Reports ?
 - Sales Forecasts ?
 - Marketing Lists ?
 - A Secure Journal ?
 - A Shared Calendar among Sales Reps ?
 - Sharing Data Among Disparate Departments Such as Sales & Hardware Support ?
 - Should One Customer Be Accessed in Many Departments ?
 - Business Analytics ?
- How Do You Want to Access the Data ?
 - Windows ? MacOS ? iOS? Android? Blackberry?
 - via Web Browser ?
 - How Much Does Each License Cost per Additional Mobile Device ?
 - Do You Need Additional Software (and Money) for Each Mobile Device Even If It Is The Same User?
 - Do You Need to Keep Upgrading Mobile Device Hardware to Stay Compliant with The CRM ?
- How Deep Are Your Security Rules Among Staff ?
- Does It Need to Access Accounting Data like Quickbooks, Sage 50 or Sage 100 ?
- Do You Need It to Integrate with Microsoft Office ?
- Do You Want to Automate Data Entry Rules ?
- Do You Want to Build Custom "One-Click" Data Entry Buttons ?
- Do You Want to Automate Workflow ?
- Will it Integrate with E-Mail Marketing programs like [SwiftPage](#), [Constant Contact](#) or MailChimp ?

These systems can run from \$6/month per user as a service to \$550/user + 15-60% annual maintenance for upgrades.

For example, here are the programs we support in-house and other well known services. The pricing assumes 5 new named users with a non-entry level version of the program, and it is subject to change.

Product	On Premise	On Premise Maintenance	On Demand
Act! Premium	\$468/user	\$130/User/Year	N/A – Not sold as SaaS
WiredContact Enterprise	\$299/User	\$25/User/Year	\$65/User/Month
ZohoCRM	N/A	N/A	\$15/user/month
Cooler E-Mail	N/A	N/A	\$39/1000 e-mails/month
Prophet Enterprise	\$499/user	\$199/User/Year	\$50/user/month
Microsoft Dynamics CRM	N/A	N/A	\$65/month/user
SalesForce.com (Professional Edition)	N/A	N/A	\$65/month/user
LeadMaster	N/A	N/A	\$50/month/user
<u>BigContacts</u>	N/A	N/A	\$20/month for 1000 Contacts \$50/month for 5000 Contacts Pricing coincides with the number of Contacts, not users